NEWS RELEASE

Southbridge Savings Bank Implements CPI Card Group's Card@Once® Solution for In-branch Instant Issuance Across Branch Network

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LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group** (Nasdaq:PMTS)(TSX:PNT), a global leader in financial and EMV® chip card production and related services, announced that Massachusetts-based Southbridge Savings Bank ($543 million in assets) has expanded its use of CPI Card Group's Card@Once® to provide in-branch instant issuance of debit cards to customers in all 9 of its branch locations as well as the 6 branch locations of their merged partner, SpencerBANK.

Southbridge Savings Bank initially implemented its first Card@Once® device within its operations center in 2012, and based on the positive results of Card@Once® among its staff and customers, the bank implemented the instant issuance program within all of its existing branches a short time later. After merging with SpencerBANK in the second quarter of 2016, the banks have now installed Card@Once® devices in the SpencerBANK branch locations as well.

"Our customers and employees value instant issuance as a convenient and innovative feature within our branch locations," said Susan Gunnell, EVP & COO, Southbridge Savings Bank. "For us, Card@Once® demonstrates our commitment to meeting – and exceeding -- the expectations of our customers in that any time they are looking to open new accounts or express a fraud-related concern tied to their card, we are able to quickly respond by producing a new card for them within a matter of minutes."

Through the implementation of Card@Once®, Southbridge Savings Bank has realized increased levels of customer

satisfaction by enhancing the branch banking experience while also generating greater ROI from its card programs. Bank staff expressed additional value in the ability to seamlessly integrate Card@Once's® SaaS-enabled, desktop branch hardware solution with existing branch technology and have the program fully implemented and operational within a matter of days.

"Customers expect their financial institutions to deliver services that surpass expectations and offerings that differentiate themselves within their markets," said Lane Dubin, senior vice president of sales and marketing at CPI Card Group. "With Card@Once®, Southbridge Savings Bank is able to not only equip its customers with new payment cards in an expedited manner, they can also facilitate more meaningful dialogue to help inform their customers on important industry changes and trends such as EMV adoption."

EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

About Southbridge Saving Bank

Southbridge Savings Bank, founded in 1848, currently has nine convenient locations located throughout Central Massachusetts to meet your personal and business needs, with their customer service center and one of their branches open seven days a week. For more information about Southbridge Savings Bank or any of its products and services, please call 1-800-939-9103 or visit the website at **www.southbridgesavingsbank.com**.

About SpencerBANK

Founded in 1871, SpencerBANK is an independent, mutual savings bank serving the residents, businesses, and communities of central Massachusetts from offices in Spencer, Leicester, Rutland, Warren, and Worcester. Deposits are insured in full by a combination of the Federal Deposit Insurance Corporation and the Depositors Insurance Fund. The Bank is an Equal Opportunity Employer, Equal Housing Lender, and SBA Preferred Lender. For more information, visit online at spencerbankonline.com, on Facebook or call 800-547-2885.

About CPI Card Group

CPI Card Group is a leading provider in payment card production and related services, offering a single source for credit, debit and prepaid debit cards including EMV chip, personalization, instant issuance, fulfillment and mobile payment services. With more than 20 years of experience in the payments market and as a trusted partner to financial institutions, CPI's solid reputation of product consistency, quality and outstanding customer service supports our position as a leader in the market. Serving our customers from ten locations throughout the United States, Canada and the United Kingdom, we have the largest network of high security facilities in North America, each of which is certified by one or more of the payment brands: Visa, MasterCard, American Express, Discover and

Interac in Canada. Learn more at **www.cpicardgroup.com**.

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For CPI Card Group/Card@Once®

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